

CHAPTER 7 KEY POINTS

Transportation Demand Management (TDM) helps fulfill UDOT's goals to "make it work better" and "increase capacity." TDM's primary goal is to reduce vehicle travel by providing alternatives that meet travel demand. TDM techniques include flexible work hours, vanpools, teleconferencing, transit use, and promoting walkable communities. Education and incentive partnerships are needed to promote TDM strategies statewide.



[Click here for the UDOT Planning webpage.](#)

Chapter 7

Transportation Demand Management

7.1 Overview

Transportation Demand Management (TDM) is an approach to reducing the number of trips required on the transportation system and spreading out demand during peak travel times. Promoting TDM strategies is one way to fulfill UDOT's strategic goals to "make it work better" and "increase capacity."

UDOT practices TDM strategies and activities by encouraging alternative work schedules, telecommuting, and teleconferencing within our agency. To encourage transit use, UDOT employees with access to the Utah Transit Authority system receive Eco-passes, a transit pass provided by employers at reduced cost.

UDOT and its transportation partners implemented numerous TDM strategies to effectively manage the huge transportation demand created by the Salt Lake 2002 Olympic Winter Games. UDOT gained valuable experience, and Utah's traveling public was inspired by the possibility of better travel management while witnessing this event. Local users were able to experience modes and alternatives they had not used before and make comparisons to their existing travel choices.

7.1

Promoting TDM strategies is one way to fulfill UDOT's goal to "make it work better" and reduce congestion.



UDOT and its transportation partners implemented TDM strategies to manage the transportation demands created by the Salt Lake 2002 Olympic Winter Games.

7.2 Major TDM Focus Areas and Goals

To face growing congestion on Utah's highways, more attention to applying TDM strategies is needed. To find shared solutions, UDOT will continue to develop and expand partnerships with local, state, and federal agencies; businesses and community organizations; schools; and transit agencies.

The UDOT TDM program planning effort includes the coordinated activities of cities and towns, MPOs, state agency officials, and private business interests where possible. Our collective goal is to provide a cost-effective transportation system with reduced traffic congestion. Among the possible improvements to be explored by these transportation partners, individually or collectively, are:

- Expanding the highway system
- Enhancing and expanding the use of Intelligent Transportation Systems (ITS)
- Expanding transit services
- Providing better pedestrian accessibility and designing walkable communities
- Planning and constructing bicycle networks
- Adding Park-and-Ride facilities and other community intermodal hubs

7.2

To find shared solutions, UDOT will continue to develop and expand partnerships with local, state, and federal agencies; businesses and community organizations; schools; and transit agencies.



A majority (68%) think UDOT places the right amount of emphasis on highways and other types of transportation.

Over 10% use public transportation at least once a week.

More than one quarter walk to work, shop, or other destinations.

Source: USU Baseline Telephone Survey, 2003



- Expanding the use of employer incentives for alternative commute modes and expanding telecommuting, teleconferencing, and flexible work hours
- Increasing on-line commerce, services, and permitting
- Making operational changes to improve the performance of the existing transportation system

To set a solid foundation for accomplishing TDM program goals and making these improvements, UDOT will focus on the tasks described below:

Transportation Planning

- Provide leadership in planning and developing a balanced, multimodal, statewide transportation system
- Encourage state, county, and local officials to integrate route and facility planning for available transportation modes
- Maintain an open dialogue with local agencies about the relationship between mobility and access and how they are affected by transportation and land use decisions
- Better coordinate efforts between overall statewide planning and MPOs to ensure continuity and consistency between plans
- Encourage small communities outside metropolitan areas to create local transportation master plans that address local needs and are consistent with statewide plans
- Promote government and community group partnerships that strengthen the prioritization, funding, design, construction, and maintenance of transportation systems
- Encourage the planning, development, and expansion of alternate transportation systems that reduce highway congestion and related air-quality issues
- Coordinate with *Envision Utah* in their efforts to promote understanding of the relationship between transportation and land use

Ridesharing and Van Pooling

- Encourage communities and transit agencies in the development and site selection of Park-and-Ride lots that are incorporated within state right-of-way where appropriate
- Encourage Department employees with access to transit to use it for commute and personal trips by continuing to provide the UTA Eco-Pass. If similar employer-sponsored transit-use incentives become available through UTA and other transit agencies, these will also be investigated
- Continue to encourage alternative work hours and telecommuting options for employees where practical. Maintain and utilize teleconferencing capabilities and adopt additional measures as technologies advance. Serve as an example to partners and other large employers to implement similar work opportunities

- Provide bike racks/bike lockers, showers, and similar amenities when technically and financially feasible to improve the attractiveness of bicycle commuting
- Provide support for rural transit, vanpool, and rideshare programs, including low-interest van loans

Transit System Improvements

- Cooperate with UTA in planning and implementing bus network expansions to better serve east-west mobility across the Wasatch Front. Cooperate with various transit agencies in making system expansions as funds become available to them. These may include light rail extensions, commuter rail options, and bus rapid transit (BRT) systems
- Coordinate with transit agencies that operate on state highways by considering the addition of infrastructure improvements that address their operational needs. This includes high-occupancy vehicle (HOV) or dedicated BRT lanes, bus stop turnouts, adequate turning radii, and efficient access to intermodal centers

Operational Improvements

- Support, maintain, and expand the CommuterLink traveler information system. Continue to implement Intelligent Transportation Systems (ITS) facilities (see Chapter 8)
- Implement and maintain a comprehensive Access Management program to protect the existing highway system's carrying capacity
- Continue to research the effectiveness and feasibility of HOV lanes and reversible lanes on freeways and primary arterial highways
- Encourage implementation of improvements that address the needs of the aging and disabled populations
- Continue signal coordination to optimize traffic flows
- Maintain incident management to reduce delays
- Install freeway ramp meters to protect the mainline capacity, where appropriate

7.3 Funding

UDOT encourages support from local jurisdictions in addressing TDM issues. Creative public and private partnerships need to be explored to educate transportation system users and encourage them to use options that reduce single-occupancy car travel.

7.4 Recommended Projects

TDM focuses on programs rather than on specific projects. Light rail, bus rapid transit (BRT), commuter rail, Park-and-Ride lots, and other elements that can implement TDM principles are discussed in Chapter 4 (*Transit and Passenger Rail*). CommuterLink and other ITS improvements are addressed in Chapter 8 (*Intelligent Transportation Systems*). Improvements to encourage bicycle commuting and walkable communities are covered in Chapter 6 (*Pedestrians and Bicycles*).



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7.4

